

SOCIAL COGNITION (Part 5)

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The Methodology of Schema

i. Accessibility

Schemas can be brought to mind and used when we are making judgments about the social world and can be influenced or manipulated by external cues-priming. Schemas can become accessible for three reasons:

- Some schemas are chronically accessible due. Example : parents not allow their daughter go to school at year 1940 – 1960, just stay at home learn about cook or how to be a good housewife from their mother.
- Because it is related to a current goal. Related from past example, daughter take more responsibility about their family and for that reasons, parents allowed their daughter go to study at school or university to bring a good life for them.
- Because of our recent experiences for new millennium.

ii. Priming

Priming is the process by which recent experiences make schemas, traits or concepts come to mind more readily. Priming also is a good example of automatic thinking because it occurs quickly, unintentionally and unconsciously.

For example, if a person reads a list of words including the word *table*, and is later asked to complete a word starting with *tab*, the probability that they will answer *table* is greater than if not so primed.